

Case study: Tailoring a Yarrabah- owned response to binge drinking

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and partners



Why Beat da Binge was developed

- Concern about binge drinking among young people after closure of the Community Development Employment Program (work for the dole) in Yarrabah, a north Queensland Aboriginal community, in July 2009;
- Binge drinking occurred at parties on dole days and for coming of age celebrations for 18 and 21 year olds;
- Funding through the National Binge Drinking Strategy in September 2009.

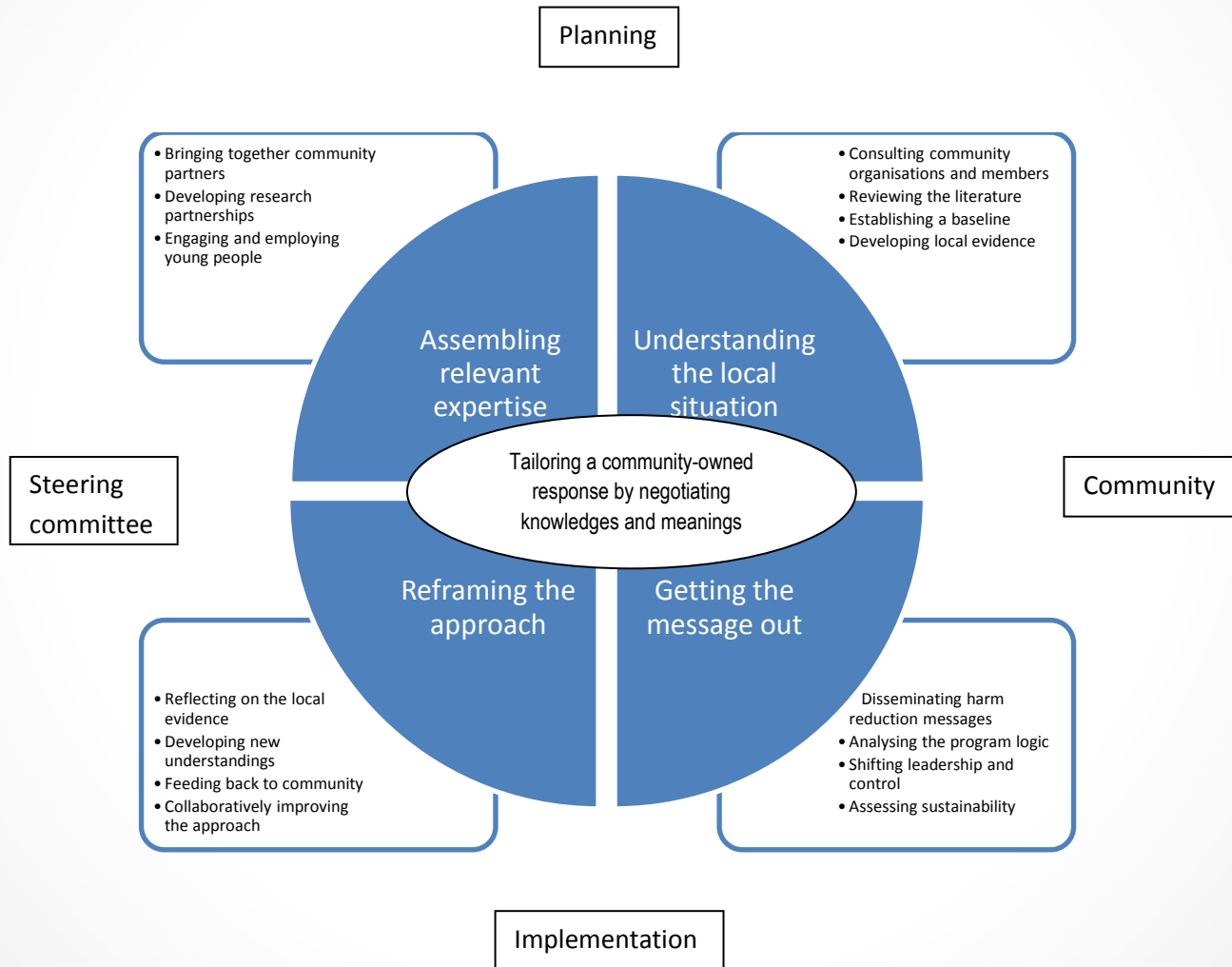
A community approach

“Having the whole of community focus, you make it the whole community’s responsibility, not just one organisation. And really it is because the effects of drinking then goes out to every organisation, whether its health related, whether its by-laws, you know breaking by-laws, alcohol management plan policing, all the law and justice, it’s all involved. So having everyone involved and making it a community responsibility - I think was a better approach”
(Community stakeholder).

What was Beat da Binge?

- A two-year project from April 2010 to prevent harm from binge drinking for Yarrabah young people;
- Aimed to relieve boredom, lack of hope and anger and promote self-empowerment, achievement and pride;
- Young people aged 12-24 years but activities were designed to include all community members;
- Two major events and twelve minor activities, with alcohol harm reduction messages.

How was the tailored response developed?



Assembling relevant expertise

- Local community organisations experience
- Developing a research partnership
- Engaging young people



Understanding the local situation

1. Was Beat da Binge likely to work?
2. How could we know?



Getting the message out

- Holding events
- Young people taking control and involved
- Sustaining interest



Reframing the approach

- What does “boredom” mean?
- Supporting young people's meaning and purpose



Where to from here in Yarrabah?

- Yarrabah young people advocated to *reframe the approach* towards mentoring for education, employment and training.
- Gindaja won a National Drug and Alcohol Award for excellence in services for young people in June 2013.
- 16 per cent fewer young binge drinkers in Yarrabah.
- 27 per cent increase in awareness of binge drinking.
- 16 per cent increase in awareness of what a standard drink is.



What does it mean for other projects?

Stage	Sub-processes
Assembling expertise	Initiating the project by community organisation/s Developing partnerships with researchers Engaging and employing community members who are the target of the project
Understanding the local situation	Consulting with community organisations and members Reviewing the relevant intervention and implementation literature Establishing a baseline Developing local evidence
Getting the message out	Disseminating health promotion messages through social marketing Analysing the program logic to determine whether the project aim and strategies are consistent Shifting the locus of control for project strategies to community members who are the target of the project Assessing the sustainability of the approach
Reframing the approach	Reflecting on the local evidence and project experience Developing new understandings of the determinants Feeding back project evaluation results to broader community stakeholders Collaboratively improving the approach to address revised understandings of the determinants and consider issues of sustainability

Reference:

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Links

- First Global Conference on Research Integration and Implementation
<http://www.i2sconference.org/>
- <http://research.jcu.edu.au/portfolio/janya.mccalman>